ABSTRACT:

Sensual intercourse in male requires the sensual organs and factors helps to erection and the main problem faced is incompatibility to perform this function this is known as the sensual dysfunction. An aphrodisiac is described as the substance that improves sex drives along with sensual pleasure.

Some plants for Male Sensual dysfunction are reported in Ayurveda that is Crocus sativus, Piper betel, Symplocos racemosa and Myristica fragrans. All these plants in totality can prove good aphrodisiac by virtue of their ability to improve sensual performance along with antistress, immunomodulator, antioxidant activity.

*Crocus sativus, Piper betel, Symplocos racemosa and Myristica fragrans* extract were chosen for the formulation development. HPTLC and HPLC method were developed for the extracts and the formulations. The formulation was prepared in capsule dosage form by wet granulation method.

The physicochemical like ash value, LOD, extractive values were studies as per the WHO limits which were well within the limits and confirmed the purity of the extracts. HPTLC and HPLC method were developed and validated as per the ICH guideline using Myristine, Safrole, Gallic Acid, Eugenol, and Loturine Acid as standard. The product was stable at accelerated conditions. The acute toxicological activity and chronic toxicological activity revealed the potency of product. The dose selected was 200mg/kg from the toxicity studies. Preformulation studies showed that the drugs were compatible with other extracts as well as the excipients used in the formulation.

Therefore the product prepared is standardized, stable and with the potent aphrodisiac activity. For future the same formulation can be applied for the patent. Along with the proper CTD dossier, MSD/CA/002 can be registered anywhere in world as safe, efficacious and fully standardized Herbal product for male sensual dysfunctioning.